



## **NEWS RELEASE**

Tennessee Regulatory Authority

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### **The Tennessee Do-Not-Call Program: Five Years Later**

**Nashville, Tennessee** – In 1999 the Tennessee General Assembly created the Tennessee “Do-Not-Call” program. Amid much public interest the program was launched with this simple promise: to reduce unwanted telephone solicitation calls to the homes of Tennessee consumers.

Tennessee was among the first states in the nation to offer protection from unsolicited telemarketing calls to its citizens and the General Assembly was careful to fund the cost of the program through telemarketers, not consumers.

Five years later, the program has indeed lived up to its promise – in terms of relief provided to consumers from unwanted telemarketing calls, enforcement actions, and consumer participation.

A recent random survey of consumers on the Do-Not-Call register indicates that 95% believe that unsolicited telemarketing calls have either significantly or moderately dropped since signing up in the program.

“Of all of the consumer-protection initiatives created by the Tennessee General Assembly, this is the most popular and effective program in recent memory,” said TRA Chairman Pat Miller.

### **Program facts:**

Close to 1.5 million residential Tennessee telephone numbers are on the Do-Not-Call Register;

Enforcement of the Do-Not-Call statute has resulted in approximately \$269,000 in settlement agreements with companies for alleged Do-Not-Call violations;

Over 2,600 consumer complaints have been investigated by the TRA; and,

Over 675 companies registered with the Do-Not-Call program between July 2003 and June 2004;

The Tennessee program has also worked with other states including Wisconsin and Louisiana to set up Do-Not-Call programs and has worked closely with the federal government on implementation of the National Do-Not-Call program.

The National Do-Not-Call Registry, which has now been operating for about a year, has over 55 million consumer registered.

Attorney General Paul Summers says, "I applaud the Tennessee Regulatory Authority for their efforts and leadership in the telemarketing arena, and I encourage consumers to register on both the state and federal Do-Not-Call lists. It's evident by looking at the data that both programs are a great success."

For information about the Tennessee Do-Not-Call program, visit the TRA's web site at [www.state.tn.us/tra](http://www.state.tn.us/tra). To register, call 1-877-872-7030.

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